



Strategic Plan of the ASPIRA Association 1998-2003

**A Guide to Action for the
ASPIRA Association**

December, 1997

ASPIRA



Introduction

- Plan Context

- Educational Conditions of the Latino Youth

- Political Realities

- Demographics

- ASPIRA as a National Movement

- A Plan for the ASPIRA Association

- Strategic Planning

- Need for a National Plan



*We must look at why are attracted students other than
Hispanics. Why are our children going the same way?
What are the things that attract them to gangs? We have to reach out.*



Basic Premises of the National Planning Process

- The ASPIRA Association as a confederation of independent organizations (ASPIRA Associates)
- ASPIRA Associates share a common mission
- The Plan must be a result of consensus
- The Plan must set forth the vision, direction and strategies for attaining the national goals
- The role of the Board in national strategic planning is to:
 - bring together the collective thought and experience
 - build an Association-wide consensus





Plan Goals and General Strategies Areas

- Educational and Leadership Development
- Advocacy
- Management and Planning



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Non-negotiables

Plan Basic Principles

- ASPIRA: An Inclusive Puerto Rican Organization
- Youth and the Development of the Community
- An Aspirante
- The ASPIRA Process
- The ASPIRA Clubs





The ASPIRA Mission Statement

To empower the Puerto Rican and Latino community through education and the leadership development of its youth.

12/11/97



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Goals of the ASPIRA Association

- To develop the leadership potential of Puerto Rican and other Latino youth...
- To motivate, orient and assist Puerto Rican and other Latino youth in their personal, intellectual, cultural and educational development...
- To increase access of Puerto Rican and other Latino youth to quality educational and leadership development ...



Plan Objectives and Initiatives: 1998-2003

- A New Leadership Initiative: Entrepreneurship in the Puerto Rican and Latino Community; *Socially responsible entrepreneurs, Self-empowerment.*
- Establishment/Expansion and Strengthening of ASPIRA Schools/Educational Institutions;
- Development of ASPIRA Alumni Associations;
- Strategic Communications, Positioning, Visibility and Communications Technology Initiative;
- Strategic Organizational Development Through Professional Development, Systems Enhancement and Technology; and
- Increased Funding and Financial Stability.

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Strengthening and Expanding Current Programs

In the area of programs, the ASPIRA Association proposes to strengthen its programs by:

- strengthening its capacity to review and analyze community needs and the needs of youth through research as the basis for the review and evaluation of programs and services;
- expanded training and professional development of ASPIRA program staff on program design, program management and program evaluation;
- enhance its capacity to document and evaluate programs. *- Management information system.*



New Programs Initiatives

ASPIRA will also expand its capacity to develop new program initiatives. This will involve enhancing the capacity of each Associate to:

- ascertain community and youth needs through systematic research and data collection and analysis;
- develop effective and complete program designs;
- identify sources of program funding; and
- develop effective funding proposals.





Strengthening and Expansion of Advocacy

In expanding our influence in public policy at the national, state and local levels, over the next five years the ASPIRA Association will focus on three areas of development:

- enhanced capacity to conduct public policy research and analysis;
- enhanced communications capabilities; and
- development of strategic partnerships with other advocacy organizations.





Monitoring and Evaluation of ASPIRA

Among the areas in which ASPIRA will work to monitor and evaluate progress towards reaching the proposed objectives are:

- **Model Program Monitoring and Evaluation Design**
- **ASPIRA Strategic Monitoring and Evaluation Design**



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